# Arizona Public Opinion Pulse (AZPOP) - Arizona Cardinals Topline and Crosstab Report

**PREDICTIVE INSIGHTS**

Arizona General (18+YO) Population
Survey Conducted on July 6th - July 11th, 2021
n=1000 General Population with a MoE +/- 3.1%
Online Opt-In Panel Survey
*Totals may not sum to 100%, due to rounding

| Gender | Total |
|---|---|
| Sample Size | 1,000 |
| **Male**<br>Column % | 49% |
| **Female**<br>Column % | 51% |
| **Prefer not to answer**<br>Column % | 0% |

| Education Combined | Total |
|---|---|
| Sample Size | 1,000 |
| **HS or Less**<br>Column % | 29% |
| **Some College**<br>Column % | 37% |
| **College Graduate**<br>Column % | 22% |
| **Postgrad**<br>Column % | 12% |

| Race/Ethnicity | Total |
|---|---|
| Sample Size | 1,000 |
| **White, Non-Hispanic**<br>Column % | 58% |
| **Hispanic/Latino**<br>Column % | 26% |
| **Other**<br>Column % | 16% |

| Age | Total |
|---|---|
| Sample Size | 1,000 |
| **17 or younger**<br>Column % | 0% |
| **18-34**<br>Column % | 29% |
| **35-44**<br>Column % | 15% |
| **45-54**<br>Column % | 15% |
| **55-64**<br>Column % | 16% |
| **65+**<br>Column % | 25% |

| Region | Total |
|---|---|
| Sample Size | 1,000 |
| **Maricopa**<br>Column % | 61% |
| **Pima**<br>Column % | 15% |
| **Rural**<br>Column % | 24% |

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**<u>Survey</u>**

*Values may not appear to be totaled correctly, due to rounding.*

As you may know, Arizona is home to an NFL professional football team called the Arizona Cardinals. Do you consider yourself a fan of the Arizona Cardinals?

| | Total | Gender | | Region | | | Age Combined | | Race/Ethnicity | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | Male | Female | Maricopa | Pima | Rural | 18-54 | 55+ | White, Non-Hispanic | Hispanic/ Latino | Other |
| Sample Size | 1,000 | 489 | 511 | 610 | 150 | 240 | 588 | 412 | 582 | 260 | 158 |
| **The Cardinals are my favorite NFL team** Column % | 26% | 32% | 21% | 28% | 19% | 26% | 28% | 24% | 25% | 28% | 26% |
| **I like the Cardinals, but they are not my favorite NFL team** Column % | 29% | 35% | 24% | 30% | 27% | 29% | 27% | 33% | 30% | 27% | 32% |
| **I like NFL football, but do not have an opinion of the Cardinals** Column % | 12% | 9% | 15% | 13% | 15% | 10% | 16% | 6% | 8% | 19% | 16% |
| **I dislike the Cardinals, but they are not my least favorite NFL team** Column % | 3% | 2% | 4% | 3% | 4% | 3% | 4% | 2% | 2% | 5% | 4% |
| **The Cardinals are my least favorite NFL team** Column % | 2% | 1% | 2% | 2% | 1% | 2% | 2% | 1% | 1% | 1% | 4% |
| **I do not like NFL football, in general** Column % | 27% | 20% | 34% | 24% | 35% | 30% | 23% | 34% | 33% | 20% | 18% |
| **Cardinals Fans** Column % | 55% | 66% | 45% | 58% | 46% | 55% | 55% | 57% | 55% | 55% | 58% |
| **Dislike Cardinals** Column % | 5% | 4% | 6% | 5% | 5% | 5% | 7% | 3% | 4% | 6% | 8% |

Weight Variable = Arizona General (18+ YO) Population

*Values may not appear to be totaled correctly, due to rounding.*

How likely are you to see an Arizona Cardinals football game in-person in the upcoming 2021-2022 season?

| | Total | Gender | | Region | | | Age Combined | | Race/Ethnicity | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | Male | Female | Maricopa | Pima | Rural | 18-54 | 55+ | White, Non-Hispanic | Hispanic/ Latino | Other |
| Sample Size | 1,000 | 489 | 511 | 610 | 150 | 240 | 588 | 412 | 582 | 260 | 158 |
| **Very Likely** Column % | 12% | 16% | 7% | 12% | 10% | 12% | 18% | 3% | 12% | 10% | 11% |
| **Somewhat Likely** Column % | 16% | 17% | 15% | 18% | 8% | 16% | 20% | 11% | 12% | 23% | 21% |
| **Neither Likely nor Unlikely** Column % | 17% | 16% | 18% | 18% | 17% | 15% | 21% | 12% | 14% | 19% | 27% |
| **Somewhat Unlikely** Column % | 10% | 11% | 9% | 10% | 14% | 7% | 10% | 10% | 9% | 11% | 10% |
| **Very Unlikely** Column % | 45% | 40% | 51% | 42% | 51% | 49% | 32% | 64% | 53% | 37% | 31% |
| | | | | | | | | | | | |
| **Total Likely** Column % | 28% | 33% | 22% | 30% | 18% | 29% | 37% | 14% | 24% | 33% | 32% |
| **Total Unlikely** Column % | 55% | 51% | 60% | 52% | 65% | 56% | 42% | 75% | 62% | 48% | 41% |

Weight Variable = Arizona General (18+ YO) Population

*Values may not appear to be totaled correctly, due to rounding.*

How likely are you to watch an Arizona Cardinals football game on television in the upcoming 2021-2022 season?

| | Total | Gender | | Region | | | Age Combined | | Race/Ethnicity | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | Male | Female | Maricopa | Pima | Rural | 18-54 | 55+ | White, Non-Hispanic | Hispanic/ Latino | Other |
| Sample Size | 1,000 | 489 | 511 | 610 | 150 | 240 | 588 | 412 | 582 | 260 | 158 |
| **Very Likely** Column % | 33% | 42% | 24% | 34% | 31% | 31% | 36% | 29% | 34% | 37% | 24% |
| **Somewhat Likely** Column % | 22% | 24% | 21% | 24% | 18% | 22% | 24% | 21% | 17% | 26% | 37% |
| **Neither Likely nor Unlikely** Column % | 14% | 12% | 16% | 14% | 13% | 14% | 15% | 12% | 14% | 13% | 16% |
| **Somewhat Unlikely** Column % | 7% | 4% | 9% | 8% | 8% | 3% | 7% | 6% | 8% | 4% | 6% |
| **Very Unlikely** Column % | 24% | 18% | 30% | 20% | 30% | 31% | 19% | 32% | 27% | 21% | 17% |
| | | | | | | | | | | | |
| **Total Likely** Column % | 55% | 66% | 45% | 58% | 50% | 52% | 59% | 50% | 51% | 62% | 61% |
| **Total Unlikely** Column % | 31% | 22% | 39% | 28% | 38% | 34% | 26% | 38% | 35% | 25% | 24% |

Weight Variable = Arizona General (18+ YO) Population